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The Alternative CMS

WYSIWYG is WTF

About Me

- James Doyle (@james2doyle)
- Co-Founder of WARPAINT Media
- Startup London Team Member
- Builder of Chrome Apps
- Open Source Guy (44 Source Repos. 42 Repos Supported)
- 4 NPM Modules

The Wordpress Problem

Wordpress Is Not A Truck

For Clients And Companies

- You spend money on features you might not use (eg. blog when you don't need it)
- How often are you changing the site's content anyway? (spend the money on a CMS but never use it)
- "Too much" control (making more trouble for yourself and requiring an emergency developer)
- "Too much" freedom (permission issues, breaking your brand's convention)
- Suddenly, everyone is an expert (people come in and break things)

For Developers

- For Wordpress, "50.07% of the top 100,000 websites use the platform" and "[it] powers around 17% of all *top 1 million sites*"
- How many of those are blogs? (Rhetorical)
- Top 15 blogs (only perezhilton and techcrunch are Wordpress, Gawker custom RoR app)
- You are forced into a convention (slides are posts? portfolio items are pages or posts?)
- Everything is a plugin (ex. W3TotalCache should come with Wordpress)
- Manage the content, don't be building the site
- The "looks like Wordpress" problem

The WYSIWYG Problem

What You See Is What You Get?

WYSIWYG Pros

+ Widely used

+ Easily understood on a surface level

+ Keyboard shortcuts (on some, conventional shortcuts?)

+ Variety of resources

+ Output is HTML

+/- Follows "MS Word" conventions (Bold, Italic, Fonts, etc.)

WYSIWYG Cons

- HTML Output is mixed quality (span span span font span strong)
- Too many options (Like smiley emoticons?)
- Preview process is toggle and refresh
- Things are not as they seem (alignment, linebreaks, images)
- Plugins augment editor (shortcodes)
- Might have to edit code anyway (span span span font span strong)
- Copy/Paste horrors (pasting from MS Word)
- No true offline writing without dev-environment
- Developers are helpless

The WYSIWYG Solution

Markdown

Markdown Cons

- Probably have to provide initial hands on instruction

- Linking images is not so nice without helpers

- Different Flavours of Markdown (Github, Extra, Extended, Tables, MathML)

+/- Nothing like a WYSIWYG (although you will see why this can be a +)

Markdown Pros

+ It's just text! (no ** ** in sight)

+ <textarea>s Everywhere! (no javascript required)

+ Smaller learning curve than HTML

+ Auto paragraphs!

+ Less destructive (no styling allowed!)

+ Bring Your Own Editor (literally any text editor)

+ No hidden characters

+ Can be used offline

+ Many resources (videos, tuts, editors)

+ Expected output (style via "cheatsheet")

+ Easily extended for developers (easier than parsing HTML, phileInlineImage)

Flat File CMSs

Death To Databases

Flat File Cons

- Config files or complex settings

- Complex functionality requires major programming*

- Usually requires more modern systems (PHP >5.4, Node, Ruby)

-/+ FTP access

- Lack of drafting (for online)

Flat File Pros

+ Simple installation (Drop in via FTP)

+ Easily moved

+ Much faster than database-driven sites (aggressive caching)

+ "Fewer moving parts" - smaller chance of errors

+ Very fast development cycle

+ Strict environment

+ Increased security

+ Natural backups (offline first)

+ Version control all the things ([post|pre]-commit hooks)

Popular Flat File Solutions

So Hip. Much Flat.

Flat File Solutions

- gh-pages
- Assemble
- Jekyll/Octopress
- Ghost
- Kirby
- Pico
- PhileCMS *<3*

gh-pages

Github repository as a website.

- uses jekyll in some capacity
- uses configs
- allows custom domains

Assemble

Make a website with Grunt

- handlebar templates
- node is hawt
- html == *speed*

Jekyll/Octopress

Ruby compile-to-website framework

- very popular
- people love ruby
- lots of configs and plugins

Ghost

Node cool-guy CMS

- open source and paas
- all node-y and such
- themes and support

Kirby

Nintendo based CMS

- PHP
- build with files
- huge community
- pay for production

Pico

Stupid-simple PHP CMS

- Lots of plugins and themes
- build with files
- lacks support and activity

PhileCMS

Bring Your Own Components

Phile

- Based on Pico
- Files build your site
- Very Very Fast
- Theming is easy
- Uses OOP, namespaces, composer
- Event hook call system
- Key (Default) components are written as plugins
- Overload Services system (Session, File Persistence, Cache, Template Engine, Parser)

Full Markdown Support

CMSs That Support Writing In Markdown

These Support Markdown

http://anchorcms.com/ -- markdown only

http://buildwithcraft.com/ -- wysiwyg, markdown, simple

https://www.pyrocms.com/ -- wysiwyg, markdown, simple

http://wordpress.org/plugins/wp-markdown/screenshots/ -- who knows

http://dropplets.com/ -- markdown and simple

The Future

The CMS Your Kids Will Use

Future CMS Predictions

- The future will use the contentEditable HTML5 feature
- Inline editing of pages and files
- True WYSIWYG on the live site
- AJAX/WebSocket all the things

Fin.

Thanks For Listening

James Doyle

@james2doyle

Links

Find Everything I Mentioned

Flat File CMSs

https://github.com/PhileCMS/Phile

https://github.com/gilbitron/Pico

http://assemble.io/

https://ghost.org/features/

http://getkirby.com/

http://jekyllrb.com/

http://octopress.org/

Markdown Editors

http://mouapp.com/ -- OSX Only

http://pad.haroopress.com/ -- Node Webkit

https://stackedit.io/ -- Online

http://dillinger.io/ -- Online

http://www.sublimetext.com/

http://macromates.com/ -- TextMate Website

https://github.com/plasticboy/vim-markdown -- Vim markdown

http://jblevins.org/projects/markdown-mode/ -- Emacs for @_nesv

https://gist.github.com/james2doyle/9045390 -- Markdown Cheatsheet

https://gist.github.com/james2doyle/6540193 -- Mou Cheatsheet

Inline Editors

http://jakiestfu.github.io/Medium.js/docs/

http://www.zenpen.io/

http://mattduvall.com/grande.js/

http://ckeditor.com/demo#inline

http://sofish.github.io/pen/

http://goo.gl/b4ECsb -- pen, grande, medium breakdown

Markdown Supported CMSs w/Admin

http://anchorcms.com/

http://buildwithcraft.com/

https://www.pyrocms.com/

https://ghost.org/

http://getkirby.com

http://wordpress.org/plugins/wp-markdown/screenshots/

http://dropplets.com/